

AMENDMENTS TO THE CLAIMS

Please add Claims 30-36.

Please amend Claims 1-3, 14, and 16 as follows.

1. (Currently Amended) A process for enhancing ~~the~~ viewership of television advertisements ~~in a digital video recorder (DVR) environment~~, comprising ~~the steps of~~:

designating a beginning portion of a commercial break in a program segment;

wherein ~~said~~ the beginning portion is of a particular length of time;

wherein ~~said~~ the beginning portion is authored to provide a teaser to entice a viewer to watch commercials during the commercial break before the viewer causes ~~the~~ a digital video recorder (DVR) to skip through the commercial break; and

~~wherein the DVR pauses~~ pausing playing of the program segment, by the DVR, after displaying ~~said~~ the teaser.

2. (Currently Amended) The process of Claim 1, wherein ~~said~~ the teaser is a set of images or a logo that indicate a commercial relating to a particular advertiser is present.

3. (Currently Amended) The process of Claim 1, wherein ~~said~~ the teaser is a short sequence of animations.

4. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

designating a beginning portion within a television advertisement;

wherein said beginning portion is of a particular length of time;

wherein said beginning portion contains more important content designed to get a desired message across to a viewer in the predetermined length of time; and

wherein an advertiser is charged a particular fee by a content provider for placing the television advertisement at a beginning of a commercial break.

5 - 13. (Canceled)

14. (Currently Amended) The process of Claim 1, wherein ~~if said the~~ the teaser is a menu ~~then and~~ and the viewer is allowed to skip forward past the menu or select a particular item ~~via~~ in the menu.

15. (Canceled)

16. (Currently Amended) A process for enhancing ~~the~~ viewership of television advertisements ~~in a digital video recorder (DVR) environment~~, comprising:

designating a beginning portion of a commercial break in a program segment;

wherein the beginning portion is of a particular length of time;

wherein ~~said the~~ the beginning portion is authored to cause a DVR to display a menu to a viewer;

~~wherein the DVR pauses~~ pausing playback of the program segment, by the DVR, ~~after~~ while displaying the menu; and

wherein the viewer is allowed to skip past the menu and continue viewing the program segment, thereby causing the DVR to unpause the playback of the program segment, or to select a particular item via the menu.

17. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

designating an end portion within a television advertisement;

wherein said end portion is of a particular length of time;

wherein said end portion contains more important content designed to get a desired message across to a viewer in the particular length of time; and

wherein an advertiser is charged a particular fee by a content provider for placing the television advertisement at the end of a commercial break.

18. (Previously Presented) The process of Claim 1, wherein the teaser is a tag that triggers the DVR to display a menu.

19. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

receiving a commercial advertisement, the commercial advertisement is authored to provide a teaser in a first beginning portion of the commercial advertisement to entice a viewer to watch commercials during a commercial break before the viewer causes the DVR to skip through the commercial break; and

inserting the commercial advertisement as the first commercial in a commercial break in a program segment.

20. (Withdrawn) The process of Claim 19, wherein the first beginning portion is of a particular length of time.

21. (Withdrawn) The process of Claim 19, further comprising the step of:
charging an advertiser a particular fee for placing the commercial advertisement as the first commercial in the commercial break in the program segment.
22. (Withdrawn) The process of Claim 19, wherein the teaser is a set of images or a logo that indicate a commercial relating to a particular advertiser is present.
23. (Withdrawn) The process of Claim 19, wherein the teaser is a short sequence of animations.
24. (Withdrawn) The process of Claim 19, wherein the teaser is a tag that triggers the DVR to display a menu.
25. (Withdrawn) The process of Claim 24, wherein when the menu is displayed the viewer is allowed to skip forward past the menu or select a particular item via the menu.
26. (Withdrawn) The process of Claim 25, wherein the DVR pauses playing the program segment when displaying the menu.
27. (Withdrawn) The process of Claim 19, wherein the DVR pauses playing the program segment after displaying said teaser.

28. (Withdrawn) The process of Claim 27, wherein the viewer can watch the commercial advertisement or skip to a next commercial advertisement.

29. (Withdrawn) The process of Claim 28, wherein the next commercial advertisement presents a second teaser to the viewer and wherein the DVR pauses playing the program segment after displaying the second teaser.

30. (New) The process of Claim 1, wherein the viewer can subsequently watch a commercial advertisement or skip to a next commercial advertisement.

31. (New) The process of Claim 30, wherein the next commercial advertisement presents a second teaser to the viewer and wherein the DVR pauses playing the program segment after displaying the second teaser.

32. (New) A process for enhancing viewership of television advertisements, comprising:

designating a beginning portion of a commercial break in a program segment;

wherein the beginning portion is of a particular length of time;

wherein the beginning portion is authored to provide a teaser to entice a viewer to watch commercials during the commercial break; and

pausing playing of the program segment after displaying the teaser.

33. (New) The process of Claim 32, wherein the teaser is a set of images or a logo that indicate a commercial relating to a particular advertiser is present.

34. (New) The process of Claim 32, wherein the teaser is a short sequence of animations.

35. (New) The process of Claim 32, wherein the teaser is a menu and the viewer is allowed to skip forward past the menu or select a particular item in the menu.

36. (New) The process of Claim 32, wherein the teaser is a tag that triggers displaying of a menu.